Monterey County

Board Report

Legistar File Number: 21-548

Item No.

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

June 22, 2021

Introduced: 6/10/2021

Version: 1

Current Status: Agenda Ready

Matter Type: General Agenda Item

1.Approve amendment #4 to the contract with TMD Creative for Covid 19 pandemic crisis communication as follows:

    a. extend the contract period for 6 months from June 30, 2021 to December 31, 2021 and

    b. increase the contract amount from $827,459 to $1,212,459 subject to approval of the FY 21-22 County budget

2.Authorize the Assistant CAO-IGLA to sign the amended contract

RECOMMENDATION:

It is recommended that the Board of Supervisors:

1.Approve amendment #4 to the contract with TMD Creative for Covid 19 pandemic crisis communication as follows:

    a. extend the contract period for 6 months from June 30, 2021 to December 31, 2021 and

    b. increase the contract amount from $827,459 to $1,212,459 subject to approval of the FY 21-22 County budget

2.Authorize the Assistant CAO-IGLA to sign the amended contract

SUMMARY/DISCUSSION:

TMD Creative is a Salinas based firm which has been providing Covid 19 pandemic crisis communication assistance to the County since June of 2020, including media and messaging strategy as well as design and placement of messaging across all media platforms. TMD has been an important collaborator, working closely with the Board of Supervisors, the Ad Hoc Covid Communications Committee, the CAO, the Health Department and the County PIOs. TMD has provided a critical service in design, placement and execution of public health messaging related to the pandemic. The initial TMD contact was for $409,959 from June 1 to Dec 1, 2020 and covered retainer plus hard cost/media buys, This contract was amended/extended for six months to expire May 31, 2021 in the amount of $335,000, also covering retainer plus hard costs/media buys. The contract was then amended/extended in April 2021 for one month to coincide with the end of the current fiscal year. In addition, two months of on-call Spanish language translation service was added as part of that short term extension..

The requested Board action seeks to amend/extend the TMD contract for an additional 6 months, from June 30, 2021 to December 31, 2021 the amount of this amendment/extension is $385,000. This

total includes a retainer of $10,000 per month for design and consulting services and $325,000 for media buys (hard costs). Approval of this amendment/extension would bring the total contract amount to $1,212,459. Staff intends that the extent and term of the TMD contract will be re-evaluated once the recently approved position of County Communications Director is filled, expected to be in the late Summer/early Fall time frame. Funding for both the Communications Director position and the TMD contract amendment/extension are subject to final approval of the FY 21-22 County budget.

OTHER AGENCY INVOLVEMENT:

   The Board of Supervisors Ad Hoc Covid Communications Committee concurs with the recommended action.

FINANCING:

   Funding for the TMD contract amendment/extension was included in the FY 21-22 recommended budget presented to the Board of Supervisors at budget hearings held on June 2 and 3, 2021 and is subject to final approval of the County budget by the Board of Supervisors.

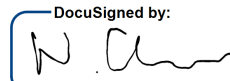BOARD OF SUPERVISORS STRATEGIC INITIATIVES:
One or two sentences explaining how this recommendation supports/advances the Board of Supervisors Strategic Initiatives. Reference to any Key Objectives and/or Milestones that are related.

Mark a check to the related Board of Supervisors Strategic Initiatives

__Economic Development
__Administration
_X_Health & Human Services
__Infrastructure
_X_Public Safety

The requested contract extension will continue to enhance the County of Monterey Covid crisis communication for benefit of the public.

Prepared by: Nicholas Chiulos, Assistant CAO

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Attachments:

   TMD contract extension proposal June 10, 2021